



**United Way  
Centraide**  
Stormont, Dundas  
& Glengarry

# **United Way Centraide SDG 2021 Campaign**



**SHOW  
YOUR  
LOCAL  
LOVE**

There has been a 39% increase in the prevalence of food insecurity in Canada during the pandemic

**LEAVE NO ONE BEHIND**

# Land Acknowledgement

Before you begin going through the slides, we invite you to acknowledge the Indigenous Peoples of all the lands that you find yourself on today.

Please take a moment to acknowledge the importance of the lands which we each call home. We invite you to do this to reaffirm a commitment and responsibility to improving relationships between nations and to improve our own understanding of local Indigenous peoples and their cultures.

From coast to coast to coast, please acknowledge the ancestral and unceded territory of all the Inuit, Métis, and First Nations people that call this land home.





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# WHO WE ARE

# 100% Local

- United Ways worldwide work collaboratively to share resources, data and ideas.
- Each United Way (UW) is independent, and its functions remain different depending on the region.
- Although we may be like other Canadian UWs, we do pride ourselves on being very in-tune with the regional needs of Stormont, Dundas and Glengarry.

# About United Way Centraide SDG

We are...

- A tiny but mighty staff of 3 Full-Time and 1 Casual employee that are passionate about our community
- A charitable organization governed by a volunteer Board of Directors
- An organization that works for all of Stormont, Dundas, Glengarry, Cornwall, and Akwesasne and sees the particularities of each of these communities





## Mission

Improve lives and build community

## Vision

Respond to our community's needs through progressive, evolving and informative actions

## Values

Accountable	Respect	Collaborative
Trustworthy	Engaged	Positive



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# HOW WE WORK



# Measuring Impact

Have you seen the big thermometer on Water Street in front of the Complex? This is how we were seen for years; a simple fundraising organization with goals to raise a certain amount of dollars.

However, we are moving away from measuring our success with dollars that we raised and are talking more about success **through impact**.

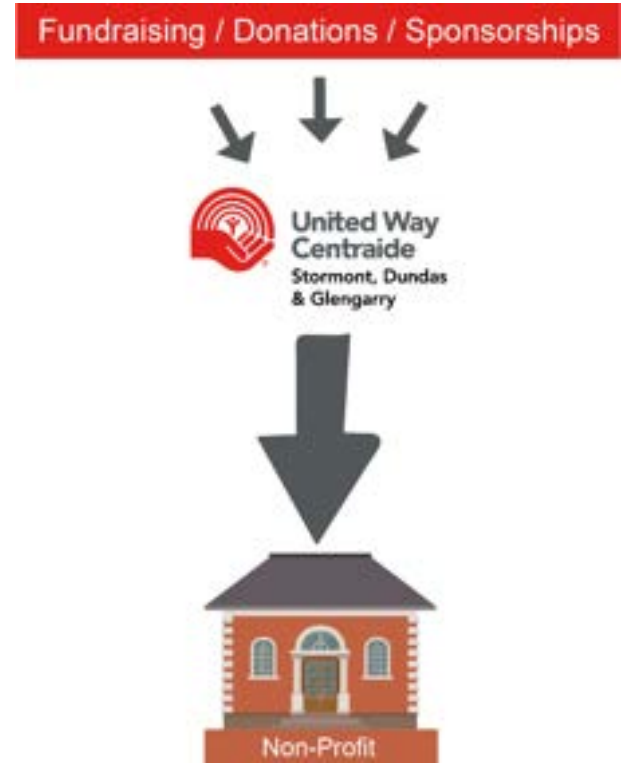
**We want to measure success by calculating the # of lives we've impacted, # of people we've helped access a service they needed, or the # of policies we've changed.**



# Cylindrical Model of Work

Even if we raise a million dollars, all the needs in our area would not all be met.

We want to be accountable to actually do the right thing, not just blindly drop money into any nonprofit and hope for the best like the old cylindrical model used to do.



Working with impact instead of dollars raised is what we now consider to be the most effective model of work, one that incorporates multiple strategies so as to have lasting and impactful change in our community.

UWs worldwide made this change. We began the process to slowly move into this model of work, and COVID-19 propelled us into it much faster than expected.

Let us explain what we are currently doing on the next few slides.

# A Community Impact United Way



Let us explore each of these strategies in the following slides.



# Fundraising

We still fundraise for long-term community investments into our member agencies, and we also fundraise so as to have the funds to do our work in convening, advocacy, education and research.



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# Investing

To ensure we are investing in the **RIGHT** places, we are rolling out more thorough evaluation of programs in which we invest your donated money, so as to grow our impact within the community, to recognize diversity and work through a lense of equality



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# Research

We are part of a national initiative *The Future of Good* to exchange best-practices amongst leaders in change leadership from all over Canada and the world.



# Advocacy

We sit on panels, such as the region's homelessness and housing committee and the Cornwall Youth Mental Health Committee. We are looking into bringing forth the movement for a living wage in our area, etc.

We listen to the leaders in different sectors and make sure that we see and hear about the issues that need to be brought to the forefront and dealt with.







# Convening

We bring together stakeholders beyond our member agencies to work together on issues related to poverty. This was done more than ever before in the past year as we were the co-chair of the RERC. This is something I will speak about a little later.



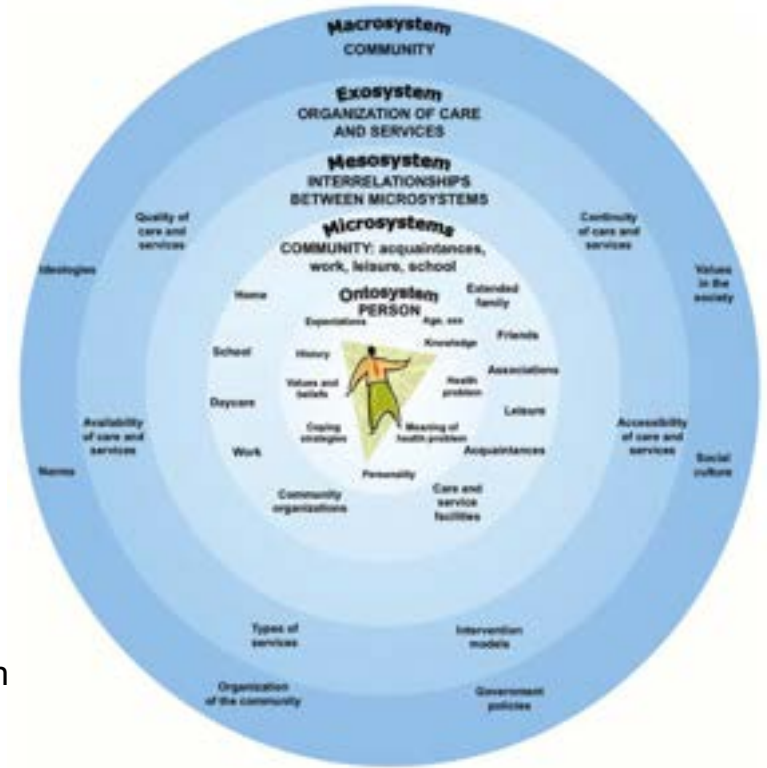
# Sustainable Change

We have shifted to this model because we now know that change is sustainable only when we attack a particular issue at its root causes, and affect change on every level.

## We look at issues, like poverty, as an ecosystem.

Poverty is affected by decisions individuals make, but also by the community where you live, where you work, municipal decisions around public transportation, provincial policies on how much you get paid, and many other layers.

We can't make long-lasting change by affecting one single part of an ecosystem – we can't simply continue giving someone living in poverty food through a food bank and hope that it will solve the issue. We need to understand what blocks them from having the ability to buy their own groceries, and make the necessary changes, on **ALL LEVELS** to make that a reality.



# Moving to a Collaborative Model of Work

## Remember this diagram?

This functions like a silo. Money dropped straight down and blindly into any nonprofit hoping things would work out.

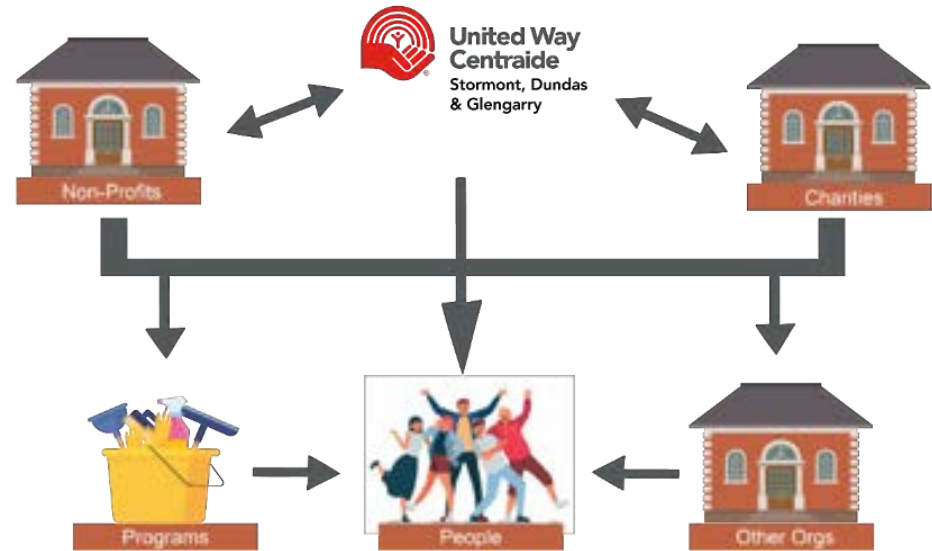
**This is the model we have moved away from.**

Fundraising / Donations / Sponsorships



# What a Collaborative Model of Work Looks Like

We work in collaboration with nonprofits, service clubs, and charitable organizations to ensure that we get the help to people the right way at the right time.



# Pillars of Work

Everything we fund fits into one of our pillars of work.  
All of our work is broadly linked to poverty reduction.

Helping Kids Be All  
That They Can Be

Moving People from  
Poverty to Possibility

Building Healthy and  
Strong Communities



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# WHAT WE DO

# Tackle Issues

Why must we work so hard on poverty reduction in our area?

**Because poverty is a much wider issue than most of us realize.**

Poverty is affecting individuals even when they are working hard at full time jobs, but are being paid minimum wage.



# Housing/Homelessness

Homelessness exists in our community. It may look different than large cities, but it's right under our noses. Couch surfing, living in old motels, squatting, setting up camp in Tent City are all realities in SDG.

Compounding the reality of precarious housing is a rise in the cost of housing, estimated to be nearly 66% in our area, and the record rise in Consumer Price Index over the past year.

This growing crisis that is affecting all of our communities is why we chair a homelessness and housing committee for our region.





# Living Wage

Nearly 60% of individuals aged 15 and over in a private household make less than \$40,000 a year

It is easy to think of poverty when we think of single moms, but there are working men, there are individuals unable to work on ODSP, and there are seniors trying to live off of their pension.

Did you know that in 2019, revenue Canada indicated that the average CPP monthly amount was \$679.16\*.

**Could you live off of that?**



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# Seniors

There are more seniors in SDG than the rest of the province, and more of these seniors are 85 and over than anywhere else in Canada.

We fund programs that directly benefit seniors, but we know that issues among this segment will continue to grow in the coming years.



# Mental Health

Mental Health is a major root cause of poverty.

Did you know that our region is actually plagued with higher suicide rates than the rest of the province, and this includes suicide rates for youth under the age of 16?

In the past 6 months, four adult men have successfully attempted suicide in the Cornwall area.



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# Mental Health

In 2021-2022 we have invested more into mental health resources in our region than ever before

- We are ensuring free counselling is available to anyone through Inspire
- We are working with SASS to ensure victims of sexual abuse are getting the help they need to get their lives back together
- We are working with CMHA to talk about mental health in schools and in the public
- We helped bring back Bereaved Families of Eastern Ontario



# We are servicing every corner of SDG

In 2021, we invested in **16** local agencies and **19** different programs.

## Helping Kids Be All They Can Be

- Boys & Girls Club of SDG
- Big Brothers, Big Sisters of Cornwall and District
- Équipe Psycho-sociale

## Moving People from Poverty to Possibility

- Centre 105
- Tri-County Literacy Council
- Vista Centre Brain Injury Services

## Building Strong and Healthy Communities

- Bereaved Families of Ontario - South Eastern Region
- Canadian Hearing Services
- Canadian Mental Health Association – Champlain East
- Centre Charles-Émile Claude
- 211
- Diversity Cornwall
- Inspire
- March of Dimes
- Meals on Wheels
- SASS for Women

**\$353,000.00** (an increase of \$15K from the previous year)

# Our Direct Services

The United Way SDG **DOES** offer direct services to vulnerable community members who find themselves unable to pay the cost of electricity. We administer both the OESP – Ontario Electricity Support Program, a monthly rebate on your hydro bill, as well as LEAP Low-Income Energy Assistance Program, a one-time payment for individuals in arrears at risk of disconnection.

**LEAP**

- Helped **46 families** keep their power on
- Distributed over **\$20,000.00** back to Cornwall Electric and Rideau St. Lawrence

**OESP**

- Helped over **115 clients** sign-up or renew for monthly energy savings



# Leader in COVID-19 Relief

Although the pandemic was tragic, what it allowed us to do is prove that we truly are the impact leader.

- The UWC SDG created the **Regional Emergency Response Council** and Co-Chaired this working group of over 20 agencies representing the entire region, including Akwesasne, the Counties, and the City of Cornwall.
- These agencies represent a vast majority of the sectors of work including foodbanks, mental health resources, victim services, community police, service clubs and other non-profits.
- We have just voted to continue our collective efforts since we have seen how much more we can get done together. We are leading the efforts to tackle the issues that our region needs addressed immediately, and through long-term sustainable solutions.

This additional work last year was done above and beyond our traditional fundraising efforts and our collaboration with last year's member agencies.

# COVID-19 Investment

Nearly **\$900,000.00** of COVID Relief Funds were administered by the Regional Emergency Response Council.

In addition, there was over **\$400,000.00** in spending has been planned for 2021-2022 alongside the City of Cornwall and the Social Development Council of SDG.






**In 2020, 86% of donations and funding that the United Way Centraide SDG received was invested back into the community.**



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# WHAT YOU CAN DO

A person is holding a large, rectangular black sign in front of their chest. The sign has orange text written on it. The person's hands are visible on the left and right sides of the sign, holding it steady. The background is a plain, light-colored wall.

Our vision is one of a  
community united  
by compassion, rich in  
opportunity, and  
free of poverty.

A group of people's hands are stacked in a circle, symbolizing teamwork and collaboration. The background is a warm, orange-red color. The text is white and bold.

**Every day, our passionate network of partners, advocates, donors, and volunteers are working together to make it a reality.**

**Join us!**

# Donate



\$3 a pay x 26 weeks

**\$78**

Provides five people a warm breakfast and access to emergency support.



\$6 a pay x 26 weeks

**\$158**

Provides one person with essential skills training to get back into the workforce.



\$10 a pay x 26 weeks

**\$260**

Provides three teens access to a drop-in after school program once a week in North Dundas.



\$15 a pay x 26 weeks

**\$390**

Pays for a counselor to drive to rural SDGCA and provide essential sexual assault support to two women.



**Volunteer**

UNITED IS THE BEST  
WAY TAKE CARE OF  
OUR COMMUNITY!



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